ABSTRAK

Penelitian ini dilatar belakangi oleh upaya SMI Sidoarjo dalam meningkatkan kualitas murid-muridnya. Tujuan dari penelitian ini adalah untuk mengetahui dan mendapatkan kajian tentang pengaruh *people*, *process*, dan *physical evidence* terhadap kualitas murid di SMI Sidoarjo. Penelitian ini merupakan penelitian deskriptif kuantitatif dengan jumlah sampel sebanyak 81 responden, sedangkan teknik pengumpulan sampel yang digunakan adalah *sampling* jenuh.

Pada penelitian ini, variabel bebasnya terdiri dari *people*, *process*, dan *physical evidence*. Sedangkan variabel terikatnya adalah kualitas murid. Pengujian instrumen menggunakan uji regresi linear berganda dengan uji t, uji F, dan uji koefisien determinasi (R^2).

Hasil penelitian variabel bebas diperoleh: *people* (X_1) = t_{hitung} (3,092) > t_{tabel} (1,99125) dan Sig. (0,003) < α (0,05); *process* (X_2) = t_{hitung} (5,546) > t_{tabel} (1,99125) dan Sig. (0,000) < α (0,05); dan *physical evidence* = t_{hitung} (0,586) < t_{tabel} (1,99125) dan Sig. (5,60) > α (0,05). Maka: variabel *people* (X_1) berpengaruh signifikan secara parsial terhadap variabel kualitas murid (Y); variabel *process* (X_2) berpengaruh signifikan secara parsial terhadap variabel kualitas murid (Y); dan variabel *physical evidence* (X_3) berpengaruh signifikan secara parsial terhadap variabel kualitas murid (Y).

Hasil uji F menunjukkan bahwa F_{hitung} (19,046) > F_{tabel} (2,72) dan Sig. (0,000) < α (0,05). Maka, variabel *people* (X_1), *process* (X_2), dan *physical evidence* (X_3) berpengaruh positif dan signifikan secara simultan terhadap variabel kualitas murid (Y).

Hasil uji koefisien determinasi (R^2) menunjukkan R *Square* sebesar 0,426 atau 42,6%, artinya variasi variabel kualitas murid dapat dijelaskan oleh variabel *people*, *process*, dan *physical evidence* sebanyak 42,6%. Sisanya sebesar 57,4% dapat dijelaskan oleh variabel lain di luar dari variabel penelitian.

Kata kunci : *People, Process, Physical Evidence*, Kualitas Murid, dan Sekolah Musik Indonesia

ABSTRACT

This research is motivated by the efforts of SMI Sidoarjo in improving the quality of their students. The purpose of this research is to study and obtain a study of the influence of people, process, and physical evidence on the quality of students at SMI Sidoarjo. This research is a quantitative descriptive research with a total sample of 81 respondents, and the sample collection technique used is saturated sampling.

In this research, the independent variables consist of people, process, and physical evidence. And the dependent variable is student quality. The instrument testing uses multiple linear regression test with t test, F test, and the coefficient of determination test (R^2).

The results of the independent variable research were obtained: people (X_1) = t_{count} (3,092) > t_{table} (1,99125) and Sig. (0,003) < α (0,05); process (X_2) = t_{count} (5,546) > t_{table} (1,99125) and Sig. (0,000) < α (0,05); and physical evidence = t_{count} (0,586) < t_{table} (1,99125) and Sig. (5,60) > α (0,05). Then: people variable (X_1) partially significant effects on student quality variable (Y); process variable (X_2) partially significant effects on student quality variable (Y); and physical evidence variable (X_3) partially significant effects on student quality variable (Y).

F test results show that F_{count} (19,046) > F_{table} (2,72) and Sig. (0,000) < α (0,05). Then, the people (X_1), process (X_2), and physical evidence (X_3) variables have a positive and significant effect simultaneously on the student quality variable (Y).

The results of the coefficient of determination (R^2) test showed R Square of 0,426 or 42,6%, meaning that variations in student quality variables can be explained by people, process, and physical evidence as much as 42,6%. The remaining 57,4% can be explained by other variables outside of the research variables.

Keywords: People, Process, Physical Evidence, Student Quality, and Sekolah Musik Indonesia